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BURPEE Department of Agriculture

E. R. Lake,
U. S. Dept. of Agriculture,
Washington, D. C.

This invitation is intended for those who are not now our patrons, but is mailed also to some of our regular customers who may have already received Burpee's Annual for 1918, with a request to "pass it along" to a neighbor or friend who would be interested in Burpee-Quality Seeds.

Build Your Garden on A Firm Foundation



"As Ye Sow, so Shall Ye Reap"

You may know the disappointment of a failure in your garden. There is no place where so much effort may be expended in preparation and cultivation as in the garden of the enthusiast. There is no place where such intense disappointment may result from the use of poor seeds.

Satisfactory Crops are the Result of "Quality Seeds"

There is as much in the breeding of seed as in the breeding of animals. Forty years of careful scientific experimenting and investigation have given the House of Burpee a thorough knowledge as to what constitutes seeds of real quality. If you want to be safe and sure, get Burpee's Annual for 1918—

The Catalog Pictured Below

The Vegetables Illustrated to the Left Present a Very Important Fact

Burpee's Quality Seeds are the result of many years of continuous effort toward the development of the best possible in every variety. No expense or effort has been spared to create for the Burpee customers a service that is unsurpassed. We have been conducting each year at Fordhook Farms a series of trials that have numbered more than twenty-two thousand annually. Careful comparisons have been made as to the desirability and adaptability of new and old varieties. The seeds offered by the House of Burpee are those which have proved themselves worthy of the high standard that is necessary to obtain the distinguishing mark.

"Seeds of Burpee Quality"

The result of all of this experience is written into Burpee's Annual for 1918.

Get the Catalog Pictured Below

Why You Should Have the Burpee Annual for 1918

This Carefully Prepared Catalog Will Prove an Interesting and Valuable Book for Every Garden Lover

With a view of being of the greatest assistance to our friends and customers, and in order that they might become more familiar with the splendid varieties offered, this book has been increased to two hundred and sixteen pages, twenty-four of which are in color.

More than one hundred varieties are here shown in bright, vivid colors of nature.

You will find it an ever-ready friend, a safe guide to success in the garden.

Everything possible has been done to place our immense stock of Burpee Quality Seeds at your disposal.

You Need
Burpee's Annual for 1918

Burpee's Annual for 1918 Mailed to You Free

We Want to Help You With Your Garden Problems

The Burpee Service is always at your command, so this combination post card is sent to you with a view of making it easy for you to obtain a copy of Burpee's Annual, which will be sent to you absolutely free. The only condition (and this imposes no obligation) is that you fill out the attached post card and return it to us *today*. A copy is being held in reserve for you and will be sent to you just as soon as the card reaches us.

**W. Atlee Burpee & Co.
Seed Growers**

Burpee Buildings

Philadelphia

Kindly cut off this card, — write your address plainly, — affix one cent stamp to other side, and mail TODAY!

W. Atlee Burpee & Co.

Please send me, by first mail, your complete Seed Catalog.

Burpee's Annual for 1918

Name

Ladies please put the prefix Miss or Mrs.

Street Address, Box Number, or R. D. Route

Post Office

County

Are you a Market Gardener or Commercial Farmer? If so, kindly state below what Seeds you use in large quantities.

State

Burpee's Annual for 1918

We are sending this "Combination Post Card" to make it easy for you to get Burpee's Annual for 1918. All you need do is write your name and address plainly, affix a one-cent stamp, mail the post card, and the Burpee Annual for 1918 will come to you by return mail.

Please remember that your order will be filled (should you decide to order after reading the Catalog) with equal promptness. Promptness and accuracy are a part of the Burpee service, and we have unsurpassed facilities for proper execution of all seed orders in the new

Burpee Buildings

Philadelphia

The Seal of Quality